A mid-size biopharmaceutical was running a Phase III trial with Covance to test a treatment for patients with urinary incontinence (UI) and neurogenic detrusor overactivity (NDO), a condition that can appear in patients with spinal cord injuries or Multiple Sclerosis (MS).

Understanding the Challenge

The client had an aggressive recruitment objective, which presented several known challenges:

▶ Finding patients with both UI and NDO constituted a very small, select population
▶ The study required expert urodynamic testing from a urologist
▶ Patients with spinal cord injuries or MS typically see a neurologist, requiring a solid understanding of referral behaviors between neurologists and urologists

Leveraging the LabCorp Database

Recognizing that this study would need more than the standard recruiting methods, Covance implemented a unique solution to address this crucial issue. The team first developed a three-step physician outreach initiative that involved a collaboration between the project management and analyst teams to tap into LabCorp’s extensive physician customer base, containing data on more than 220,000 health care providers across the US and 500,000 samples processed daily.

Covance project managers then worked with LabCorp analysts to determine which specific data points would return a list of potential investigators that had relevant experience and patients within the narrow criteria of the study. Using clinical diagnosis codes and test results, the team queried the database to locate de-identified patients with both UI and NDO, along with their associated physicians.

Further optimizing the outreach efforts, Covance refined the list to identify physicians that were treating four or more patients, narrowing the pool down to those most likely to boost enrollment.

With a targeted list on hand, the team cross-referenced the physician list with the Covance investigator database to view past performance ratings. Next, they ranked the highest concentration of patients by geographic area and assigned the list of potential sites and investigators to the local LabCorp sales force in the area.
The LabCorp sales force was fully educated on the study protocol prior to physician outreach so they could accurately inform physicians, understand their level of interest in the study as either investigators or as patient referral sources, and provide the nearest trial site information to easily facilitate ongoing discussions.

**Value to the Client**

As a result of this proprietary patient recruitment approach and channel, the team made contact with many of the targeted physicians, leading to the addition of new potential investigators and referring physicians for the study along with access to dozens of new patients in a challenging recruitment space.

The client has been very pleased with the results that have boosted enrollment through a creative solution that maximizes Covance and LabCorp expertise and resources.

Learn more about our drug development solutions at [www.covance.com](http://www.covance.com)

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